

Industry 2012 Committee
September 13, 2012
MINUTES

CALL TO ORDER at 8:00 am by Dave Snyder

In attendance: Dave Snyder, Amber Eaton, Mike Fluty, Brent Smith and Jennifer Henry.

Jennifer Henry said we need a way to identify the different levels at the event (vendor, sponsor, etc.) She said we also need to be able to identify by either wristbands or badges the 3 different ticket prices, to identify who is going to which events of the day. She said the recognition of the sponsors needs to make it on all marketing materials. She said they are working on the Pay Pal issues in regards to registration. Currently the Chamber site will let you register but does not ask for payment. She said the PLCO Visitors Center will be providing a bag for guests to use at the lunch expo. She updated on the status of golf carts – the 4 and 8 seater are available, but none of the smaller golf carts will be able to be utilized day of. Need to come up with an alternative possibly. She said rental golf carts are available in Roseville and she has a contact number if needed.

Dave Snyder ran through the timeline he has. He said this timeline needs to be run through next week at the on-site meeting. He said Karin has confirmed golf carts are available for next weeks on site meeting. He said Bud and Jocelyn have been working on the afternoon tours. The wineries are available for \$4 a person, up to 40 people. 2 trolleys will be used for this tour. 1 trolley is reserved for the Downtown/ Old Town tour. He said he will follow up with SACTO to see if they can post this event on their website and/or include it in an email blast. He suggested reaching out to businesses in other airport areas to see if they are interested in the event. He said the Symphony would like to play during breakfast from 8-830am. There will be speakers from 830-9, but they can possibly start playing again at 9 while everyone is starting to head out. He listed some things that are still on his checklist: programs for day of, posters, script, tour map with profiles of facilities (Dave to have GIS dept. map), PowerPoint presentation for lunch, and PLCO IT involvement.

Jennifer Henry said she will be contacting all the vendors she has on her list to confirm they want a booth. Right now she is at 23. She said the Ridge will not allow vendors to begin to set up in the main area until 11am.

Dave Snyder said Darcy and Teri have been working together on volunteers, Jennifer said she will follow up. He also said the press release from PLCO got some interest. The Auburn Journal and Sacramento Business Journal will be at the event to report on it. He said Kelly Brothers would like to do a 15-30 second commercial of this event that we can use on the landing page (to be completed around Sept 19). He said Karin confirmed Sugar Bowl is donating 2 tickets, although they will not be at the event. Still waiting on White Water Rafting. He

said he will follow up with Teri/ Brad on the marketing campaign and what emails are going to who, when.

Adjourned at 8:45 a.m.

Future meetings:

9/20/2012 8am ON SITE Meeting TGH Aviation, 2389 Rickenbacker Way

9/27/2012 8am Room 10

10/4/2012 8am Room 10

Minutes submitted by Deputy City Clerk Amy Lind.